



Week 3 Assignment

Directions

Your assignment is to create a rubric for the newsletter project due in Week 5.
Refer to Lecture 3.4 for more details.

THE RUBRIC CUBE

A guideline to grading the Week 3 newsletter rubric project.

Objective/criteria	Absent or not acceptable 0 points	Needs improvement 6 points	Meets expectations 8 points	Good 10 points
1. Rubric specifies the purpose of the newsletter	0 POINTS	Statement of purpose is unclear or not specific	Statement of purpose is clear	Statement of purpose relates the newsletter to some aspect of the students' personal lives or experience
2. Rubric specifies the audience of the newsletter	0 POINTS	Audience statement is misleading or unclear	Audience statement is clear	Audience statement addresses secondary audiences
3. Rubric clearly ties evaluation criteria to lesson plan	0 POINTS	Pedagogical justification for project is unclear or muddled	Pedagogical justification is clear	Pedagogical justification is worthy of the time and effort the project will require
4. Rubric emphasizes necessity of following basic design principles	0 POINTS	One or more of the basic design principles are not included in the rubric	Rubric addresses the four basic CRAP principles	Rubric clearly applies the four basic principles to all aspects of the page layout
5. Rubric helps students understand the distinctive nature of page one	0 POINTS	Specifications for page one are unclear or indistinct	Specifications for page one clearly set it apart from the other pages	Specifications for page one encourage creativity and expression on the part of the students
6. Rubric specifies criteria for use of columns	0 POINTS	Rubric does not specify 2 or 3 columns, or forbid 4 or more columns. Rubric does not address the problem of different column widths within the same story. Rubric does not specify rules for jumping copy from one to the next.	Rubric specifies the use of 2 or 3 columns per page; rubric specifies rules for jumping copy	Rubric also rewards creative use of columns where that does not sacrifice readability

7. Rubric specifies criteria for headlining	0 POINTS	Rubric fails to specify that different size headlines should be used for stories of different importance	Rubric notes difference between major, secondary, and minor story headlines	Rubric also includes specifications for use of jump heads, jump lines, and for folio or page numbers
8. Rubric specifies criteria for photos or illustrations	0 POINTS	Rubric does not address aspect ratio control of photos or cutlines	Rubric specifies sizes of photos or illustrations and aspect ratio control, use of photos or illustrations as dominant elements, cutlines, and credits	
9. Rubric emphasizes value of a dominant graphic on each page	0 POINTS	Rubric does not evaluate effects of the dominant graphic	Rubric evaluates effects of the dominant graphic but does not differentiate between uses of dominant graphics on different pages	Rubric clearly emphasizes value of dominant graphics and different uses of dominant graphics on different pages
10. Rubric specifies criteria for uses of typography	0 POINTS	Rubric addresses uses of typography for headlines and copy, limiting uses of copy fonts to one or two kinds	Rubric also addresses uses of typography as design elements such as drop caps, pull quotes, decorative headlines, display headlines	Rubric also gives criteria for avoiding crowding, congestion, or confusion arising from a use of fonts
TOTALS				

Rubric

Use the following chart to write your rubric.

Criteria	Accomplished 10 Points	Proficient 8 points	Needs Improvement 6 Points	Absent or Unacceptable 0 Points
Purpose	Purpose of newsletter is clear; it is obvious to the reader what the newsletter's objective is and why the author published it; purpose is clearly conveyed by page one. Work demonstrates advanced skill levels.	Purpose of newsletter is not clear from page one alone but can be easily deduced after reading more than page one of the newsletter. Work demonstrates an understanding of this concept.	Purpose of newsletter remains murky or unclear even after reading entire newsletter; evidence shows an attempt was made to convey purpose but was not successful. Work needs improvement.	Absent or multiple points of view indicate conflicting purposes; purpose cannot be determined.
Audience	The intended audience and any secondary audiences are obvious to the reader and conveyed by page one. Work demonstrates advanced skill levels.	The intended audience can be deduced after reading more than page one of the newsletter. Work demonstrates an understanding of this concept.	Intended audience remains murky or unclear even after reading entire newsletter; evidence shows an attempt was made to communicate audience but was not successful. Work needs improvement.	Absent or audience cannot be determined.
Appropriateness and Function	The content and style are appropriate for the intended audience and purpose, and the newsletter effectively conveys information to create a strong impression. Work demonstrates advanced skill levels.	The content and style are acceptable for the intended audience and purpose, and an acceptable level of information is conveyed to create an impression. Work demonstrates an understanding of these concepts.	The content and style are within tolerance for the intended audience and purpose but insufficient information is conveyed to create any significant impression. Work needs improvement.	Absent or content and style are inappropriate for the intended audience and purpose; no or little information is conveyed, and no impression is created.
Readability, Grammar and Spelling	Reading level is appropriate to the intended audience and purpose, design is conducive to readability and demonstrates journalistic style; no grammar or spelling errors. Work	Reading level is acceptable for the intended audience and purpose; design contributes to an acceptable level of readability; few or no grammar or spelling errors.	Reading level is within tolerance for the intended audience and purpose; design does not contribute to readability; significant grammar or spelling errors. Work needs improvement.	Absent or reading level inappropriate for the intended audience; design inhibits readability; grammar or spelling errors so severe as to impede readability.

	demonstrates advanced skill levels.			
Use of CRAP Principles	Use of contrast, repetition, alignment and proximity demonstrate a firm grasp and skillful implementation of CRAP principles, overall pages are graphically pleasing. Work demonstrates advanced skill levels.	Use of contrast, repetition, alignment and proximity create a page that is graphically acceptable and shows evidence the student is proficient with these concepts.	Student does not demonstrate effective use of contrast, repetition, alignment or proximity, leading to pages that are not graphically pleasing or are unbalanced. Work needs improvement.	Absent or no use of contrast, repetition, alignment and proximity, pages excessively plain and boring.
Page One Design	Page one design is professional and distinctive and contains the date, issue number, logo, and all vital information. Page one is business-like in style, makes an impression, and demonstrates a firm grasp of the importance and role of page one. Work demonstrates advanced skill levels.	Page one design is distinctive and contains the date, issue number, logo and most vital information. Work demonstrates a proficient level of understanding of the role of page one.	Page one design is not sufficiently distinctive or is missing the date, issue number, logo, and/or vital information. Work needs improvement.	Absent or page one is not distinctive and/or is missing most or all required elements.
Headlining and Typography	Headlining and typography is used on page one and all subsequent stories and articles in such a way as to enhance contrast and repetition, create drama and emphasis through innovative use of drop caps and other typestyles, and to communicate tone and importance of stories and articles. Work clearly demonstrates	Newsletter demonstrates proficient and appropriate use of headlining and typography on page one and subsequent pages, and includes use of drop caps and other typestyles when appropriate. Work demonstrates proficient use of headlining and typography.	Some headlining and typography elements are included in the newsletter, but are inappropriate, misused or overused so as to inhibit readability. Work needs improvement.	No use, unacceptable use or inappropriate use of headlining and typography.

	advanced understanding of headlining and typography.			
Graphics, Photos and Illustrations	<p>Graphics, photos and illustrations are used and placed within the newsletter in such a way as to enhance the article or story they support and convey emotion. Multiple graphics, photos or illustrations are used on each page. Colors within the graphics, photos and illustrations are used to support and enhance the overall color scheme of the newsletter and logo. Photos demonstrate originality and an artistic eye. All elements are appropriate to the purpose and audience of the newsletter. Work demonstrates advanced skill levels.</p>	<p>Newsletter contains appropriate graphics, photos and illustrations to support the articles and stories, and contains multiple graphics, photos or illustrations per page. All elements are acceptable for the purpose and audience of the newsletter. Work demonstrates proficiency with these elements.</p>	<p>Newsletter contains at least one each graphic, photo or illustration, and at least one graphic element per page. Work demonstrates a very basic knowledge of these elements and needs improvement.</p>	<p>No graphic elements are used or less than one graphic, photo or illustration is used per page.</p>
Layout and Use of Columns	<p>Newsletter contains two or three columns per page, uses modular style, and contains creative use of columns to enhance layout of page without impeding readability. Use of columns is appropriate for the page and type of story or article. Layout and use of columns contribute to a professional look for</p>	<p>Newsletter contains two or three columns per page; uses modular style; use of columns and layout is acceptable for the page and type of story or article. Work demonstrates an understanding of the proper use of columns.</p>	<p>Newsletter contains different column widths within the same story or article; uses columns in an inconsistent manner creating a poor or confusing layout, or does not use two or three columns on all pages. Work needs improvement.</p>	<p>Absent, newsletter contains one column per page, four or more columns per page, or otherwise creates an unacceptable layout design through inappropriate use of columns.</p>

	the newsletter. Work demonstrates advanced skill levels and advanced understanding of creative use of columns and layout.			
Cutlines, Bylines, Page Numbers, Identification of Jumped Copy	All photos have appropriate and detailed cutlines identifying people in photos, all stories and/or articles have appropriate and detailed bylines, all pages have numbers, all jumped copy (if any) is properly identified and referenced; all of these elements are executed in a typestyle that matches and/or complements design elements in the newsletter. Work demonstrates advanced skill levels.	All photos have cutlines, all stories and/or articles have bylines, all pages have numbers, all jumped copy (if any) is identified and referenced. Work demonstrates proficiency using these elements.	Some photos have cutlines, some stories and/or articles have bylines, some pages numbered, some jumped copy (if any) identified and referenced. Work needs improvement.	Absent, improper or incorrect cutlines, bylines, page numbers and jumped copy references.